

ORDER



Orders
Order / Rev: 698650
Alt Order #: 06227212
Product Desc: CROSSROADS GPS
Estimate: 732
Flight Dates: 07/30/12 - 08/06/12
Original Date / Rev: 07/10/12 / 08/02/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 88 Canal Center Plaza Suite 555
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crossroads GPS
Demographic: A35+
Product Codes: IS-Issue/Ballot,IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12	73	\$34,565.00	\$29,380.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	73	\$34,565.00	\$29,380.25	0.00
Totals	73	\$34,565.00	\$29,380.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WFMY-TV	35%	\$34,565.00
Market	100%	\$98,757.14

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	24%	\$23,701.71
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	39%	\$38,515.29
WXLV	2%	\$1,975.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	07/30/12	08/03/12	M-F 5-6a	CM	5-6a	MTWTF--	:30	6	\$175.00	P-1	0.00	NM	6	\$1,050.00
5-6a GMS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--			6			\$175.00		0.00			
E 3	WFMY	07/30/12	08/03/12	M-F 6-8a	CM	6-8a	MTWTF--	:30	5	\$275.00	P-1	0.00	NM	5	\$1,375.00
Good Morning Show 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWTF--			5			\$275.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WFMY	07/30/12	08/03/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	5	\$140.00	P-1	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$140.00		0.00				
E 7	WFMY	07/30/12	08/03/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$275.00		0.00				
E 9	WFMY	07/30/12	08/03/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$275.00		0.00				
E 11	WFMY	07/30/12	08/03/12	M-F 2-3p The Talk	CM	2-3p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$175.00		0.00				
E 13	WFMY	07/30/12	08/03/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$175.00		0.00				
E 15	WFMY	07/30/12	08/03/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$200.00		0.00				
E 17	WFMY	07/30/12	08/03/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$500.00		0.00				
E 19	WFMY	07/30/12	08/03/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	4	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			4		\$750.00		0.00				
E 20	WFMY	07/30/12	08/03/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$850.00		0.00				
E 21	WFMY	07/30/12	08/03/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			5		\$850.00		0.00				
E 22	WFMY	07/30/12	07/30/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----			1		\$1,400.00		0.00				
E 23	WFMY	07/30/12	08/02/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-WT---	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-WT---			3		\$800.00		0.00				
E 24	WFMY	07/30/12	08/03/12	M-F 430-5a Good Morning Show 43	CM	430-5a	MTWTF--	:30	4	\$60.00	P-1	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	MTWTF--			4		\$60.00		0.00				
E 27	WFMY	08/03/12	08/03/12	Fri Prime B CSI: NY	CM	9-10p	----F--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----F--			2		\$1,400.00		0.00				
N35	WFMY	08/03/12	08/03/12	Fri Prime A Undercover Boss	CM	8-9p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WFMY-TV

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N35	WFMY	08/03/12	08/03/12	Fri Prime A Undercover Boss	CM	8-9p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--	1					\$2,000.00		0.00			
N36	WFMY	08/03/12	08/03/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	----F--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--	1					\$1,300.00		0.00			
N37	WFMY	08/03/12	08/03/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--	1					\$1,800.00		0.00			
													Totals	73	\$34,565.00